



2007 Media Studies

Intermediate 1

Finalised Marking Instructions

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Intermediate 1 Media Studies 2007

Marking Instructions

Section 1 – Analysis

Any sensible answer together with justification should be accepted.

- | | | |
|----|--|------------|
| 1. | Name of text | 1 mark |
| 2. | Correct identification of the form of the text | 1 mark |
| 3. | (a) Mark positively and holistically | |
| | Identification of one audience and weak description of what has been included to appeal to this audience | 1-2 marks |
| | Identification of one audience and adequate description of what has been included to appeal to this audience | 3 marks |
| | Identification of one audience and clear description of what has been included to appeal to this audience | 4-5 marks |
| | Identification of one audience and full description/justification of what has been included to appeal to this audience | 6 marks |
| | (b) Mark positively and holistically | |
| | Identification of at least one audience who would not enjoy the text and weak reason(s) | 1-2 marks |
| | Identification of at least one audience who would not enjoy the text and adequate reasons | 3 marks |
| | Identification of at least one audience who would not enjoy the text and clear reasons | 4 marks |
| 4. | Mark positively and holistically | |
| | Identification of one stereotype or non-stereotype <i>only</i> | 1 mark |
| | Identification of one stereotype or non-stereotype and weak description of how it has been made (referring to the text) | 2-3 marks |
| | Identification of one stereotype or non-stereotype and adequate description of how it has been made (referring to the text) | 4-5 marks |
| | Identification of one stereotype or non-stereotype and clear description of how it has been made (referring closely to the text) | 6-8 marks |
| | Identification of one stereotype or non-stereotype and full description of how it has been made (referring closely to the text) | 9-10 marks |

5. *Describe how the narrative of the text has been organised. Why has it been organised this way?*

Mark positively and holistically

weak description of the narrative structure with no reason for the structure	1-2 marks
weak description of the narrative structure, with poor reason for the structure	2-3 marks
*adequate description of the narrative structure <i>only</i>	3 marks
adequate description of the narrative structure, with adequate reason(s) for the structure	4-5 marks
*full description of the narrative structure <i>only</i>	4 marks
full description of the narrative structure, with poor reason for the structure	5-6 marks
full description of the narrative structure, with adequate reason(s) for the structure	5-7 marks
adequate description of the narrative structure, with clear reason(s) for the structure	5-7 marks
full description of the narrative structure, with clear reason(s) for the structure	7-8 marks

6. *Describe how at least two institutional factors affected the text you have studied.*

Mark positively and holistically

Repetition **only** of the factors listed in the question – zero marks

Fuller description **only** of one factor – up to 2 marks

Fuller description **only** of two factors – up to 4 marks

One factor described and effect on text described – up to 5 marks

Two factors described and effect on text described – up to 10 marks

[Where more than 2 factors are dealt with, mark holistically and positively up to 10 marks]

Section 2 – Media Production

The instructions below apply to all answers

- Use the full range of marks, eg (0 – 40) for Questions 2 and 3.
- Mark positively – credit should be given for a genuine attempt to answer the question.
- Mark on content, not presentation – knowledge of Media Studies is being assessed.
- Give credit for the application of production knowledge and skills.
- Where the response does not fit the question, mark only what is relevant.
- Where it is suspected that a candidate has copied/plagiarised an existing media product and it is not justified by, for example, parody or intertextuality, refer to the PA..

In order to achieve a pass, the candidate must

- Answer all parts of the question.
- Respond in a format appropriate to the question.
- Demonstrate understanding of the key aspects of Media Studies.
- Respond from a production viewpoint.
- Demonstrate knowledge and understanding of production processes.

Marks are awarded for the justification of Elements. However, not every Element will necessarily be included in the design. Not every Element necessarily has equal weighting, and so responses should be marked holistically. Those Elements that are included should combine effectively in order to pass. Where the Elements are not combined effectively but are accompanied by full justification the response may still pass.

Question 1

Reflective Question on a Group Production

- | | | |
|-----|---|---------|
| (a) | Title of product | 1 mark |
| | Title of product and any sensible reason for the title | 2 marks |
| | <i>NB If the product has no title, award mark(s) for any detail from the content that describes the product</i> | |
| (b) | Correct identification of medium | 1 mark |
| (c) | (i) Correct identification of genre | 1 mark |
| | (ii) Mark positively and holistically. | |
| | weak description of <i>one</i> element of the genre | 1 mark |
| | weak description of two elements of the genre | 2 marks |
| | clear description of <i>one</i> element of the genre | 2 marks |
| | full description of <i>one</i> element of the genre | 3 marks |
| | adequate description of two elements of the genre | 3 marks |
| | full description of two elements of the genre | 4 marks |

- (d) *Identify the purpose(s) of the product you made and describe what you included to achieve the purpose(s)*

Mark positively and holistically

To avoid double marking, mark both (d)(i) and (d)(ii) as follows:

(d)(i) and (d)(ii) together:

Identification of the purpose(s) of the product (eg <i>inform, entertain, persuade ...</i>)	1 mark
Identification of the purpose(s) plus weak description of what was included to achieve this	2 marks
Identification of the purpose(s) plus adequate description of what was included to achieve this	3 marks
Identification of the purpose(s) plus clear description of what was included to achieve this	4 marks

- (e) *Describe the target audience(s), giving at least two characteristics from the given list and describe how what was included in the product would attract the target audience(s)*

Mark positively and holistically

- (i) Identification of audience(s) *only* [ie no answer for (e)(ii) is given] 1 mark

To avoid double marking, mark both (e)(i) and (e)(ii) as follows:

(e)(i) and (e)(ii) together:

Identification of audience(s) and weak justification for what has been included	2-3 marks
Identification of audience(s) and adequate justification for what has been included	4-5 marks
Identification of audience(s) and clear justification for what has been included	6-7 marks
Identification of audience(s) and full justification for what has been included	8 marks

- (f) *Identify **three codes** used in your production. Describe how **each** code identified was used to create desired effect(s).*

The candidate is not asked to distinguish between technical or cultural codes.

- (i) For **each** code identified award 1 mark (for a maximum of 3 marks)
- (ii) **Question f(ii) is worth up to a maximum of 9 marks.** Mark positively and holistically.

For **each** code identified

Weak description of how the code was used to create the desired effect	1 mark
Adequate description of how the code was used to create the desired effect	2 marks
Full description of how the code was used to create the desired effect	3 marks

(g) EITHER

(i) *The Narrative organisation*

Mark positively and holistically

weak description of how the narrative was organised <i>only</i>	1-2 marks
weak description of how the narrative was organised plus weak reason for this	2-3 marks
adequate description of how the narrative was organised <i>only</i>	3 marks
full description of how the narrative was organised <i>only</i>	4-5 marks
full description of the narrative organisation with adequate reasons for this	5-7 marks
full description of the narrative organisation with clear reasons for this	8 marks

OR

(ii) *Representation*

Mark positively and holistically

weak description of one Representation <i>only</i>	1-2 marks
weak description of one Representation plus weak explanation for its use	2-3 marks
adequate description of one Representation <i>only</i>	2-3 marks
adequate description of one Representation plus weak explanation for its use	4 marks
full description of one Representation <i>only</i>	4 marks
clear description of one Representation plus adequate explanation for its use	5-6 marks
clear description of one Representation plus clear explanation for its use	7-8 marks

Question 2

Plan an advertisement for Zone dance venue for under-18s

To achieve a pass the response must be clear and adequately relate to its target audience(s).

The response must demonstrate an understanding of the conventions of advertising to a target audience in the chosen medium (from TV, Film Radio, Print). Must demonstrate an understanding of the conventions of the chosen medium,

If the response is fully justified	34-40 marks
If the response is convincingly justified	28-33 marks
If the response is clearly justified	24-27 marks
If the response has been adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but the design demonstrates some understanding	10-11 marks
If the response has not been justified and the design demonstrates little or no understanding	0-9 marks

Question 3

Design the homepage for a website for Pulse, a dance venue, for under-18s

To achieve a pass, the response must be clear, must demonstrate an understanding of the conventions of a web home page and apply them appropriately.

Where the elements are not combined effectively but are accompanied by full justification, the response may still pass.

Clear layout and fully justified	34-40 marks
Clear layout and convincingly justified	28-33 marks
Adequate layout and clearly justified	24-27 marks
Adequate layout and adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but layout demonstrates some understanding	10-11 marks
If the response has not been justified and layout demonstrates little or no understanding	0-9 marks

**Media Production – Extended Marks Scale 2007
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0 – 19 marks	20 – 23 marks	24 – 27 marks	28 – 33 marks	34 – 40 marks
<p>Production ideas at this level are characterised by one or more of the following:</p> <ul style="list-style-type: none"> • lack of description of key areas • thinness of ideas • reference to fewer than specified key points in the question • unconvincing/unrealistic idea of production 	<p>The production process is understood and the specified aspects of the question are described and related to the production.</p> <p>Even treatment of each specified aspect need not be present</p> <p>Any choices/problems are described</p>	<p>The production process is understood in some detail and the specified aspects of the question are described and related to the production.</p> <p>Each specified aspect need not be treated evenly.</p> <p>Choices/problems are described</p>	<p>The production process is understood in convincing detail and the specified aspects of the question are described and related to the production.</p> <p>Each specified aspect need not be treated evenly.</p> <p>Choices/problems are convincingly described</p>	<p>The production process is understood in full detail and the specified aspects of the question are described and related to the production.</p> <p>Each specified aspect need not be treated evenly.</p> <p>Choices/problems are fully described</p>

[END OF MARKING INSTRUCTIONS]